

Amendment

Applicant: Gerald Storch et al.

Serial No.: 09/865,893

Filed: May 25, 2001

Docket No.: T634.112.101

Title: CO-BRANDED INTERNET SERVICE PROVIDER AND RETAILER INTERNET SERVICE SITE WITH RETAILER-OFFERED INCENTIVES FOR MEMBER USE

IN THE CLAIMS

This listing of claims replaces all prior versions, and listings, of the claims:

Listing of Claims:

1.(Currently Amended) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:

~~providing~~ distributing client software that allows members access to a co-branded Internet site including the graphical user interface of the Internet service provider accessed through the Internet service site and one or more links to the Internet shopping site of the retailer; and

~~providing members of~~ linking the co-branded Internet site with the Internet shopping site of the retailer to effectuate incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site;

wherein ~~providing members effectuating~~ incentives comprises ~~providing the members with a discount on~~ discounting subscription fees for access to the co-branded Internet site based upon an actual quantity of merchandise purchased from the retailer.

2.(Currently Amended) The method of claim 1 wherein ~~providing~~ linking the co-branded Internet site with the Internet shopping site of the retailer includes ~~providing a link~~ setting up one

Amendment

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RETAILER-OFFERED INCENTIVES FOR MEMBER USE

or more hyperlinks to the Internet shopping site of the retailer on all pages of the Internet service site.

3.(Currently Amended) The method of claim ~~2~~ 1 ~~comprising providing the link wherein at least one of the one or more hyperlinks~~ to the Internet shopping site of the retailer is ~~an~~ with icons comprising one or more trademark logos of the retailer.

4.(Currently Amended) The method of claim 1 wherein the graphical user interface of the co-branded Internet site includes a tool bar; and the method further comprises locating a link to the Internet shopping site of the retailer on the tool bar.

5.(Currently Amended) The method of claim 1 wherein ~~providing members effectuating incentives includes providing the members with a discount on discounting merchandise purchased on the Internet shopping site of the retailer~~ accessed through the co-branded Internet site.

6.(Cancelled)

7.(Currently Amended) The method of claim 1 wherein ~~providing members effectuating incentives comprises providing notifying members with notice of store-based clearances,~~

Amendment

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RETAILER-OFFERED INCENTIVES FOR MEMBER USE

promotional events and/or special events through the co-branded Internet site before publishing notices for such special events to non-members.

8.(Cancelled)

9.(Cancelled)

10.(Currently Amended) The method of claim 1 wherein the retailer operates retail stores and ~~the method further comprises wherein~~ distributing client software that allows members access to for the co-branded Internet site comprises distributing client software at the retail stores.

11.(Currently Amended) The method of claim 1 ~~comprising wherein~~ distributing client software that allows members access to for the co-branded Internet site comprises distributing client software on the Internet shopping site of the retailer.

12.(Currently Amended) The method of claim 1 ~~comprising wherein~~ distributing client software that allows members access to for the co-branded Internet site comprises distributing client software on the Internet service site of the Internet service provider.

Amendment

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13.(Currently Amended) The method of claim 1 comprising co-branding the client software that allows members access to ~~for accessing~~ the co-branded Internet site with designations of the retailer and the Internet service provider.

14.(Currently Amended) The method of claim 1 comprising co-branding the client software that allows members access to ~~for accessing~~ the co-branded Internet site.

15.(Previously Presented) The method of claim 1 comprising advertising the co-branded Internet site on the Internet service site of the Internet service provider.

16.(Currently Amended) The method of claim 1 ~~comprising~~ providing wherein the graphical user interface of the co-branded Internet site with includes a tool bar having a link to a menu list of a member's regularly used links,; and ~~including~~ further includes an icon on the tool bar that is linked to the Internet shopping site of the retailer.

17.(Previously Presented) The method of claim 16 wherein the icon comprises one or more logos of the retailer.

18.(Currently Amended) The method of claim 1 comprising creating one or more hyperlinks on ~~providing~~ the co-branded Internet site with ~~retailer channel links to~~ ISP channel page content of interest to one or more demographic groups of members.

Amendment

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19.(Currently Amended) The method of claim 1 comprising creating one or more hyperlinks ~~on providing the Internet shopping site of the retailer with retailer channel links~~ to ISP channel page content of interest to one or more demographic groups of members.

20.(Currently Amended) The method of claim 19 comprising creating one or more hyperlinks ~~on providing the Internet shopping site of the retailer with retailer channel links~~ to non-ISP channel page content.

21.(Previously Presented) The method of claim 1 wherein the co-branded Internet site includes a link to an application for a proprietary credit card issued by the retailer.

22.(Currently Amended) The method of claim 1 comprising creating one or more hyperlinks ~~on providing the co-branded Internet site with links~~ to departments within stores operated by the retailer.

23.(Currently Amended) The method of claim 22 wherein the hyperlinks to the departments ~~at within~~ the stores include order requests.

24.(Currently Amended) The method of claim 1 comprising creating one or more hyperlinks ~~on providing the co-branded Internet site with links~~ to affiliates of the retailer.

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25. – 29.(Cancelled)

30.(Currently Amended) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site, comprising the steps of:

establishing a co-branded Internet site accessible through the Internet service site of the Internet service provider, the co-branded Internet site comprising designations of both the retailer and the Internet service provider, the co-branded Internet site including one or more links to the Internet shopping site of the retailer, wherein the Internet service provider offers a news channel featuring news articles of interest to a demographic group of members;

distributing at retailer locations client software for accessing the co-branded Internet site;

~~providing members of~~ linking the co-branded Internet site with the Internet shopping site of the retailer to effectuate incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site; and

~~providing to members a~~ creating on the co-branded Internet site a hyperlink to a news article and a hyperlink to a page on the Internet shopping site of the retailer offering for sale a product featured in the news article.

Amendment

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31.(Currently Amended) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:

~~providing~~ distributing client software that allows members access to a co-branded
Internet site including the graphical user interface of the Internet service provider
accessed through the Internet service site and one or more links to the Internet
shopping site of the retailer; and

~~providing members of~~ linking the co-branded Internet site with the Internet shopping site
of the retailer to effectuate incentives to access and shop on the Internet shopping
site of the retailer through the co-branded Internet site;

wherein ~~providing members effectuating~~ incentives comprises ~~providing the members~~
~~with a discount on~~ discounting subscription fees for access to the co-branded
Internet site based upon an actual quantity of merchandise purchased from the
retailer through the co-branded Internet site.

32.(Currently Amended) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:

~~providing~~ distributing client software that allows members access to a co-branded
Internet site including the graphical user interface of the Internet service provider

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accessed through the Internet service site and one or more links to the Internet shopping site of the retailer; and

~~providing members of~~ linking the co-branded Internet site with the Internet shopping site of the retailer to effectuate incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site;

wherein ~~providing members effectuating~~ incentives comprises ~~providing the members with a discount on~~ discounting subscription fees for access to the co-branded Internet site based upon an actual quantity of merchandise purchased from the retailer, and further ~~providing the members with a discount on~~ discounting merchandise purchased on the Internet shopping site of the retailer accessed through the co-branded Internet site, wherein a rate of the merchandise discount and a period of time over which the merchandise discount is available varies on the basis of the length of a member's subscription to the Internet service provider.